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PUBLISHER
FILM BLDG.
277 Victoria St.
TORONTO

CANADIAN MOVING PICTURE

Digest

STORM
ROUTE

THIRTY-THIRD YEAR OF

PUBLICATION 1915-48

Vol. 40, No. 9

TORONTO, CANADA

June 26th, 1948

Salt On The Wounds!

IF Canadian Exhibitors believe, that they have troubles, let them take a look at what is happening, today, to the producer-distributors. In the United States there is the Federal Government's Anti-Trust Action which has involved the American Major Exhibitor-Producer-Distributing Companies in legal actions for a decade, or more, and with which Five Major Companies, as defendants, are not yet finished. This has cost the defendants millions of dollars, in addition to legal fees, time spent in consultations, pleadings, reorganization of business policies, and may yet force a complete change in the machinery of film sales operation, production and exhibition in the U.S.

The 75% Ad Valorem British Tax, the formulating of the new agreement between Britain and the United States in respect to this 75% tax, the new revisions, or interpretation of the new agreement, which still leave film trade, as between Britain and the U.S., as unsettled as it was when the 75% tax was first imposed.

Britain's new 45% Film Quota Tax, an increase from 17½% to 45% in the amount of playing time, that exhibitors must give to British-made pictures, adds salt to the wounds already inflicted, and may result in a complete withdrawal of American pictures from the British Film Market. Should such a decision be made, the American Film Industry will lose the approximate \$17,000,000 yearly revenue, which it figured it would have left from its original \$68,000,000 annual revenue on American pictures, from England.

Whether English exhibitors can operate their theatres profitably without American pictures appears dubious to many English exhibitors, who are protesting against the 45% quota, but despite such protests, the American Film Industry will have to take it for granted, that this market may be lost to

American Film Trade; and the British Film Industry will be obliged to take it for granted, that it will lose the American Film Market for its pictures.

There are other countries in the world which have managed to get along without American, or British Films, countries in which the Governments control the film industry; and while we have no accurate reports, of how the film industries in these respective countries are progressing, we do know, that these countries seek a market in both England and the United States for their pictures.

A bill before the French National Assembly, which would impose a 65% tax on American pictures, looks like more trouble for the American Producer-Distributors, and may mean the withdrawal of American-made pictures from France. While American producer-distributors have not been getting any money out of France, on account of the "freeze" on such export of funds, a cessation of film trade is not a desirable development.

There are other countries in which Film Export of Funds is impossible, because of Government regulations, but Showmen being of a hopeful disposition have always believed, that with a return to normal conditions, these regulations would be eased, or eliminated, it was just a matter of time, with the American Film Industry geared to wait. But conditions are not improving for the American Film Industry, they are growing worse.

Add to this the statement, that seven major companies show a decrease in profits of 45%, covering 1st quarter and a six months' period of operation, in 1948, as contained in the first reports, and as compared with 1947, same periods, and we conclude, that the American Producer-Distributors, as well as the exhibitors, have plenty to worry about.

—EDITOR.

PUBLISHED BY

CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

277 VICTORIA STREET

TORONTO

Vancouver News

By JACK DROY

VANCOUVER entertainment world threw its resources into a campaign to raise funds for British Columbia's flood victims. Sunday night, June 13, Vancouver and district theatres presented special shows with the entire proceeds going to the flood funds. Objective of \$10,000 was easily passed. Theatres are having plenty of trouble with film shipments. The only way to get films in is via air, which is far too costly for the smaller situations who are closing up until conditions are normal again. Trail and Creston are the worst spots to date, where theatres are closed, other danger spots are Penticton, Kelowna, Hope, Hedley, Oliver, Merritt, Mission and Kamloops. Most of the narrow gauge Jack-rabbit circuits have stopped operations due to transportation difficulties.

A new \$30,000 theatre is being built by local businessmen at the farming community of Two Hills, Alberta. This will be the town's first 35mm. theatre.

Steffens-Colmar Studios Ltd. which now has the most up-to-date studios West of the Rockies, has added a new department, the motion picture division, under the direction of Wally Hamilton, formerly with Shelly's Studio in Toronto.

Av McCartney of the Regent and Stan Creech of the Oak-Burnaby have been called up by the navy reserve for flood duty on the dykes. Frank Brown, manager of the Odeon-Abbotsford theatre was also busy doing his bit to halt the floods in his district. The Odeon at Trail appears to be the theatre to suffer the worst in flood damages, it is situated on low part of the town near the Columbia river.

The mothers of two local projectionists passed away last week. Percy North of the Colonial and Eddie Marshall of the Capitol Theatre are extended sympathy from the Digest.

A special front featuring animated characters from the film helped sell "Bambi" for Norman Duncan, manager of the International-Cinema in Vancouver. Saturation radio flashes on all the local radio stations and special trailers used well in advance of the opening, contributed to the exploitation campaign, result was above average biz.

Hospitalized for major operations are Irene Davies, Gaumont-Kalee, secretary, Leslie Allen, Hilker Attractions, and Agnes Gray, Odcon-Hastings cashier. All are doing well.

Last Sunday night's special flood relief shows at Vancouver theatres aren't going to open the doors for general Sunday movies in B.C., Attorney-General Gordon Wismer gave this assurance to a group of ministers, "This is an EMERGENCY", Wismer said. "I couldn't very well refuse an opportunity of having money given to the flood sufferers, but the Sunday night shows certainly will not be regarded as a precedent", said Wismer.

Ted Carey, assistant general manager of RKO, after a two weeks check up of the local office, left for Calgary via air. Louis Litchinsky, MGM Calgary booker, is spending his vacation in B.C., and looking up his many friends in show business here.

HANDWRITING ON THE WALL?

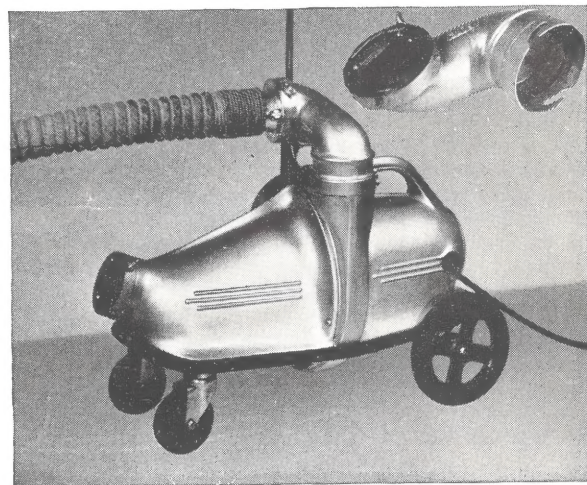
Attendance at the Mayfair theatre, where "The Time of Your Life" continues in the fourth week of its world premiere New York engagement, has jumped over 1000 admissions a day since last Tuesday when a lowered price scale went into effect, it was announced by United Artists, distributors of the William Cagney Film Production.

The lowered admission prices has brought increased revenue and its effect on the prevailing Broadway scales is being studied with interest.

In a letter from Mr. Henry Reeve, President of Texas Theatre Owners, Inc.

"I do want to tell you what a very satisfactory set-up the Elbow makes as an addition to the various accessories we have with our Super, this machine, by the way, is the best all-round help we have ever had in the theatre. It is possible for the first time to keep the place as clean as a home, and we do it."

Thousands of satisfied owners will tell you that the Super way is the only way to keep a theatre clean. The new "blower elbow" an inexpensive attachment to the Specialized Super Theatre Cleaner gives you a powerful air blast through the hose for boosting refuse out of hard-to-reach places.



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RAY PRESENTS



VISITED the Renaissance Studios, Montreal, last Thursday, which by special invitation, was press day. In a joint statement made by J. A. DeSeve, President of Renaissance Films Distribution Inc., Joseph Than and Leonard Fields, Executive Producers of Canadian International Screen Productions Ltd., it was disclosed that ten feature-length motion pictures would be produced at the

Renaissance Studios, during the next two years. Production is to commence in September of this year.

Releasing deals have been made with Allied Artists and Monogram, each respectively to distribute five features throughout the United States and World Markets.

Mr. DeSeve requires no introduction to the film trade in Canada, with his long years of association with France Films we are familiar, and while he was not actively associated with France Films during the past two years, directing his attention to the formation of Renaissance for the production of pictures in Canada, he nevertheless has substantial interests in France Films, and advised me, that very shortly he would be active in the operations of France Films.

JOSEPH THAN, Executive Producer of Canadian International Screen Productions Ltd., Montreal (collaborating with Renaissance in producing pictures in Canada) was born in Vienna, Austria, served during World War II with the French Army and is now an American citizen.

While in Europe, Than wrote, produced and directed films covering a period of twenty-three years, in Austria, Germany, France and, also, in Hollywood. He won International Awards for his picture, "Splendour and Misery of a Courtesan", made in Germany. In 1934, he wrote and produced, "Hohe Schule", giving Paul Henreid his first film role. In 1938, he wrote and produced, in Paris, "Paradis Perdu", giving Micheline Presle a first film start. In 1941-42, he produced, in Nice and in Cannes. Following the occupation of the Nazis in the South of France, Than left France for Hollywood and was with Warner Bros. for a period of two years, during which time he wrote among other pictures, the story of "Deception", in which Bette Davis was the star. Than worked in collaboration with Anita Loos and Cole Porter, while at the Metro Studios and last year wrote films for 20th. Century-Fox.

His story, "None Shall Escape", released by Columbia Pictures, and starring Alexander Knox, received, in 1944, the Academy Award for the best original motion picture story.

JOSEPH THAN has a most persuasive and likeable personality; he is very keen about the angle of pioneering Canadian film production, enthusiastic about the reports of potential Canadian talent and will soon make a tour of Canada in search of screen material and talent. One of his first visits will be to Toronto. Having seen many studios, for picture-making, in the capitals of Europe, having worked in Hollywood, Than thinks that Renaissance is off to a good start, with which idea I heartily agree and so will you agree when you visit the Studio.

Leonard Fields, Executive Producer of Canadian International Screen Productions Ltd., (collaborating with Renaissance Films in producing pictures in Canada) was born in New York

City, Dec. 25th, 1900, a rather good date on which to be born. He was ten years Story Editor for Universal, during which time this Company produced, "Show Boat", "Broadway" and the Academy Award Winner, "All Quiet On The Western Front".

After serving with Universal, Paramount, MGM as a writer, he joined Monogram to produce, "Manhattan Love Song" and "King Kelly". Before coming to Canada to assist in the development of an all-Canadian producing company, he has rounded out twenty-two years, in Hollywood, as writer, producer and director, bringing to Canada many years of active film experience in the various fields of production. As writer-producer with Republic Pictures, he was responsible for "Two Wise Maids", "Follow Your Heart" and other pictures, including the popular series, "Mr. District Attorney".

I shall have the pleasure of renewing an old acquaintance with Mr. Fields, he was Story Editor with Universal when I was writing stories for the Screen; and I recall that Fields purchased two of my stories for Universal.

IN reviewing the young history of Renaissance, it is interesting to note that there are approximately 3000 Canadian shareholders. Authorized Capitalization, \$500,000.00, outstanding \$500,000.00. Preferred shares 20,000 outstanding, 20,000, \$25.00 par value. Convertible Class B shares, \$2,500,000, to be outstanding, \$2,500,000. (100,000 shares and outstanding 100,000). Class C (no par value) 150,000 shares, outstanding 25,000, and Ordinary Shares (no par value) 50,000, outstanding 20,035.

The company is incorporated under the laws of the Province of Quebec; its prospectus states, that it has a sufficient reserve of Ordinary and Class C shares to meet the possible demand of conversion of Class A and Class B shares.

It is offering 100,000 preferred shares at a par value of \$25.00 per share and the prospectus states "the proceeds from this issue of Class B shares will be used for improvements and administration of the Company's first studio located at 4824 Cote des Neiges Road, Montreal and the construction and administration of new studios on Notre Dame East Montreal, the purchase of machinery, apparatus, technical equipment, etc."

OFFICERS of Renaissance Films Distribution Inc., are J. A. DeSeve, President and Managing-Director, Glenn Ireton, General Manager of English-Speaking Operations. Paul Pratt, 1st Vice-President is a director of the Union of Municipalities, Province of Quebec, director of the Federation of Mayors of Canada and Mayor of Longueuil, Que. Paul Gilbert, M.D., 2nd Vice-President, is the President and Superintendent of the Notre Dame Hospital of Charny, President of the J. B. Laliberte' Ltd., President of J. B. Laliberte' Inc., and Vice-President of Ferland and Freres.

The Treasurer of Renaissance, is Leo Choquette, President of the Laurentide Theatres, Ltd., and owner of a circuit of theatres in Quebec. Secretary is Edward Tessier, formerly assistant to the director of Les Compagnons de St.-Laurent.

The company has purchased the controlling shares of Renaissance Films, it owns a large parcel of land, in excess of 300,000 square feet, on Notre Dame St. East, Montreal, bordering on the St. Lawrence River and architects drawings are nearing completion for the construction of a

(Continued from Page 5)

Toronto and District

By BILL PRESS

CAN there be a political flavor to the resignation of Clare J. Appel from the presidency of the Motion Picture Theatres Association of Ontario? That is a question which has been raised in connection with the withdrawal from association office of the Canadian Odeon division manager and the succession of Dick Main to the MPTA chair.

The resignation of Appel took place after a letter, signed by H. C. D. Main, vice-president of the association, had called the exhibitors of Ontario to make an election issue of the new 20 per cent Provincial amusement tax. This was the first time that the Ontario theatre men had been urged to political action as a group in connection with an election campaign. As matter of fact, the tax question did not play an important part in the drive for votes, perhaps because the exhibitors hesitated to enter the political arena.

In any event, the Ontario MPTA has lost a good chairman although gaining a hustling leader in Dick Main who is an independent theatre owner.

Manager Al Perly did such a good job with "The Mating of Millie" at the new Biltmore Theatre, at Yonge and Dundas Streets in downtown Toronto, that the picture was held for a third week. To introduce the subsequent attraction, Perly staged a sneak preview in conjunction with regular performances.

With the breakdown in negotiations over the proposed heavy increase in the schedule of 1949 theatre fees for performing rights by the Composers, Authors and Publishers Association of Canada, it is now definite that the decision will have to be made late in the current year by the Copyright Appeal Board at Ottawa. Further discussions are planned between the MPTA of Ontario and CAPAC, it is announced, but the distance between the two appears too wide.

In playing a revival run of "Damaged Goods", the Centre Theatre, Peterboro, secured a personal endorsement of Chief John Thompson of the Peterboro Police Department who urged young and old to see the film in order to avert much misery and unhappiness.

John Grierson, late head of the National Film Board, is in the news again with the announcement that four of his British short-subjects will be released in Canada in the near future. These are the product of the British Office of Information, of which Grierson is now controller of the Films Division. The shorts deal with various Old Country industries and labor-management relations.

Made in England back in 1940, "The Prime Minister", featuring John Gielgud, finally found the screen in Toronto when it followed three weeks of "Les Enfants du Paradis" at the International Cinema.

The French picture was one of three features which were graded 'Adult' in May by the Ontario Board of Moving Picture Censors, the others being "Banana Lodge" and "So Evil My Love".

Preparations are being made for the opening of the Northwest Drive-In Theatre in the Toronto district as a companion for the Northeast Drive-In, final arrangements having been made for operating license and building permit with the respective authorities. The new unit is close to the intersection of Malton Road and Highway No. 27.

Stewart Reburn of Toronto, former Olympic skater and co-star with Sonja Henie in ice-shows and Hollywood pictures, has been appointed Toronto district sales manager of Crawley Films Limited, Ottawa. Reburn, who had a distinguished war career until wounded in Italy, was formerly with Shelly Films Limited.

The announcement was made by Graeme Fraser, sales manager of Crawley Films, who has returned to his office in Ottawa following an appendectomy. Reburn's headquarters will be at 515 Broadview Avenue, Toronto.

The Famous Players' Nortown Theatre recently had its first community show when the Cedarvale Association sponsored a theatre night with a program of films, stage presentations and tombola prizes, the latter being donated by merchants.

The ancient Massey Hall in Toronto is undergoing a complete interior operation for the construction of concrete floors, new stage and other improvements including modern equipment such as a real projection booth. The job on the building which is 54 years old, will cost an estimated \$400,000. Many special films, including "Birth of a Nation", "Intolerance", "Mom and Dad", have played there, but the presentations had to be made with a portable booth and a temporary screen. The remodelled hall is scheduled to be ready in October.

Manager Howard Elliott of the Fairlawn Theatre has effected a tie-in with the North Toronto Herald, a district weekly, for the promotion of the "shopping column". Three double theatre passes are given each week to readers who send in clippings from the paper for a drawing.

The Canadian Moving Picture Digest

Entered as Second Class Matter

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Published by
CANADIAN MOVING PICTURE DIGEST
COMPANY, LIMITED

277 Victoria Street - Toronto

Telephone: WAverley 4929

Cable: Raydigest
Established 1915. Publication weekly.

Subscription: \$5.00 yearly

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ROY LESTER..... Montreal, Que.

The Allens have come forth with their finest theatre in the opening of the Willow in the Willowdale dist., a rapidly-growing section North of Toronto, which has a handsome glass front and plenty of display facilities. There is plenty of seat room and smoking is permitted in the last 10 rows of the one floor. Prices scale from 14c for juveniles at matinees to 42c at night for adults. "The Secret Life of Walter Mitty" was the opening attraction, double-billed with Walt Disney's "Song of the South".

William Cole of Toronto, a safety inspector, found that a theatre under construction is unsafe. Inspecting the work on a new theatre at Cobourg, he stepped on a steel beam which wasn't there and picked himself up 16 feet below with a broken hand.

Trade and Commerce, told the Ottawa Commons that he had no actual information to give regarding the plans of Hollywood producers to conserve foreign exchange for the Dominion although he said that comprehensive arrangements had been worked out, generally. The industry was prepared to produce much of its publicity in Canada and to arrange distribution in the States for Canadian short subjects. Other than that, he had no available details.

FLASH! It's a baby girl for the Raoul Auerbachs, born early Wednesday morning. Mother, father and baby all doing well. Our roving reporter tells us that in honor of the occasion, the office staff at Twincex Century Theatres had Raoul's chair all decked out in ribbons appropriate to the event.

Cecil Black SRO Rep. Calgary & Vancouver

Mr. Joseph Marks, Canadian General Manager of Selznick Releasing Organization has announced the appointment of Mr. Cecil Black as Sales Manager for the Calgary and Vancouver Territories, with headquarters at 812 Dominion Bank Bldg., 207 West Hastings St., Vancouver, B.C.

Maritime News

By A. L. FAIRWEATHER

GORDON SPENCER of the F. G. Spencer Company Ltd., is attending the Kinsmen Convention held at White Point Beach, N.S., and will make a motor trip through Nova Scotia, accompanied by his wife, visiting the Company's theatres following the Kinsmen's Meeting. Gordon is a past President of the Kinsmen Club of Saint John. * * *

Marquee of the Mayfair Theatre, Saint John, is being renovated. * * *

Helen Myers of Alliance Films is leaving shortly to form a permanent alliance in marriage. Her place will be taken at the Exchange by Ron. Bowes, formerly a booker with RKO at Saint John. * * *

Willard Boudreau, manager of the Capitol Theatre of Dalhousie, N.B., was in Quebec City recently attending the wedding of his brother. * * *

Ivan Haley, manager of the Mayfair Theatre, Dartmouth, N.S. is having a new box office and entrance installed in that theatre, and other improvements made. * * *

Plans for re-modelling of the Capitol Theatre, Andover, N.B. a B. & L. theatre are underway, and quite an extensive job is to be done there.

Maurice Ellman, manager at Saint John for Alliance Films has returned from a motor trip through the Annapolis Valley and to Halifax, N.S. Mr. Ellman still reports great success with several double bills which that Company distributes, including "Captain Fury" with Laurel and Hardy's "Saps at Sea". "Double Cross" had a successful showing at the Star, Whitney Pier, a Malcolm Walker theatre. * * *

M. Bernstein of B. & L. Theatres has been acting as chairman of the various "Aid to Israel" efforts in Saint John. * * *

Monte Chase projectionist at the Capitol Theatre, Saint John is on vacation at his summer home at Douglas Lake, N.B. Bill Gates, assistant manager at the Capitol, is on his holidays in the Province of Quebec. * * *

Friends of Mrs. J. Lieberman, wife of Jos. Lieberman of B. & L. Theatres, are wishing her a speedy recovery following an operation in the General Hospital, Saint John. * * *

Larry Druxerman, Eastern Representative for Canadian Selznick was in Saint John recently. Other visitors were J. A. McCalvy of the Capitol Theatre, Tracadie, N.B., S. L. Green of Greens Theatre, Florenceville, N.S., and the Masons, Archie and Lloyd, who were returning to Springhill, N.S. following a trip to Montreal.

Variety Ball Game Raises Nearly \$30,000

The ball-game, sponsored by Tent 28, Variety Club, and held at the Maple Leaf Stadium, Monday night, June 21st, was one of the most successful affairs staged by the Toronto Tent since its inception. Although at this writing, final figures are not available, it is estimated that close to \$30,000 was raised by the sale of tickets, advertisements in the program, and the sale of roses at the game. A near-record attendance of over 13,000 regular paid admissions, plus several hundred under-privileged children for whom tickets were purchased, jammed the big ball park, to see the Toronto Maple Leafs humbled by the Jersey City Giants in the ninth inning.

Prior to the regular game, a special softball game was held between teams composed of sports writers on one side, and local radio announcers on the other side.

Present at the game as special guests were Baseball Czar "Happy" Chandler, and International Club President Frank Shaughnessy. Chandler regaled the audience by his rendition of "My Old Kentucky Home" (he was once Governor of Kentucky), in a fine tenor voice. He was welcomed by Variety Club's Chief Barker John J. Fitzgibbons.

Congratulations are due to all who worked so hard to make this ball game the huge success it was.

RAY PRESENTS

(Continued from Page 3)

Studio. Its property, where it is at present resident, on Cote des Neiges Road, consists of 600,000 cubic feet. It has purchased from RCA-Victor Company, Ltd., all the necessary equipment to outfit the most modern motion picture Sound Studio and has accepted from Mole-Richardson Co., Hollywood, lighting equipment for the use of 500,000 watts of electrical energy. The company owns two portable generators producing 100,000 watts for location shots.

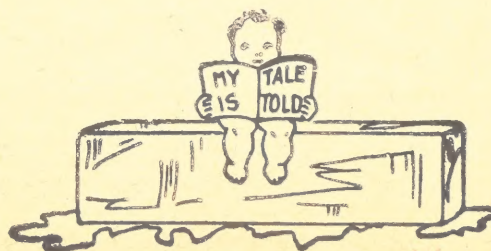
ON a personal tour of the studio with Glenn Ireton, who was formerly associated with Warner Bros. as Canadian Publicity Representative, Glenn pointed out the latest type of 5-channel RCA sound recording system, the dressing and make-up rooms, which can take care of 100 performers, the commissary, the carpentry, machine and plaster shops, the screening room, in which latter room some test film was used to demonstrate Sound; and as I listened to the various Sound Effects, trains in motion, train whistles, guns in action, dialogue and operatic arias, I longed to hear such perfection of Sound in every theatre.

Canadian International Screen Productions, is a Canadian Company operating under a Dominion Charter, and has been organized to handle feature film production in collaboration with Renaissance Films Inc., the production subsidiary of the Parent Company.

Present at the Press Session on Thursday were Mr. DeSeve, Mr. Joseph Than, Mr. Fields, Mr. Choquette, Mr. Oscar Hanson, who flew into Montreal for the occasion, Mr. Frank Vaughan,

Mr. Sam Jacobs, Mr. Bill Lester, the various officers of Renaissance, Mr. Choquette, all press and radio representatives, which included the English and French speaking dailies, weeklies and monthly publications, other officials of various industrial and utility companies, and yours truly, representing The Canadian Moving Picture Digest. A cocktail party followed the tour of inspection, incidentally, everything for picture-production is contained in the building, making a compact, efficient unit, the main studio is 60x120 and is 50 feet high.

When Joseph Than makes his tour of Canada, in quest of Canadian talent, Glenn Ireton will accompany him. Story material announcements will shortly be made. There was some talk about Television operations, but nothing sufficiently definite to report. Incidentally, Renaissance has concluded arrangements with Fiat-Films of Paris, for the dubbing of certain pictures in various languages. It, also, is said to have a London Studio tie-up.



Paramount Combines Sales Meet With 25-Year Club Induction

Paramounteers from coast-to-coast gathered at the King Edward Hotel in Toronto on June the 14th to prepare for the Annual Sales Convention of Paramount Pictures in Canada. The first meeting opened at 9.00 A.M. on Tuesday, June 15th, in Hall A with Canadian General Manager Gordon Lightstone in the chair. With him at the head table, and representing the New York Home Office, was Oscar Morgan, Sales Manager in Charge of Short Subjects and Paramount Newsreel.

Mr. Lightstone opened the meeting on a very pleasant note — that the sales convention would wind up with a Twenty Five Year Club Dinner on the 16th honouring Mrs. Mabel May of the Toronto Head Office. (The only Twenty Five Year Club member in the Dominion this year.)

Winnipeg Tops Drive

Next pleasant duty for the chairman was the announcement of the Branch Managers Contest. Mr. Lightstone said the results were very gratifying with the order of standing: Syl Gunn, Winnipeg, first. Bill Kelly, Calgary second. Pat Hogan, St. John, third, and Vancouver, Toronto and Montreal, fourth, fifth and sixth respectively.

Next topic was the Paramount Month Drive which this year falls September 5th to October 2nd, inclusive. Mr. Lightstone pointed out that Chas. M. Reagan, vice-president in charge of distribution in New York, was conscious of the fact that the Canadian Division did a good job last year.

Paramount's Canadian chief next pointed out that there had been but few changes in manpower since the war and that the company must be on the look-out for the type of man that can take over the reins of Paramount in the years to come.

There followed remarks by Mr. Lightstone and Mr. Morgan on Canadian Paramount News and the job that

it was doing. It was pointed out that with rising production costs, it was necessary for the boys to increase the distribution of the all-Canadian newsreel.

Host To Circuit Bookers

After the Tuesday session had come to a close, guests from the Booking Departments of Famous Players, B & F Theatres, Odeon, Twinex, Allied, Premier Operating and Biltmore, gathered with the Paramounteers for a Buffet Dinner.

Wednesday brought some enlightening facts from Oscar Morgan on the Short Subject field. Mr. Morgan pointed out that although many of the other companies had cut down on the number of shorts and had even introduced re-issues, Paramount was coming out with a program of 70 shorts — plus 52 issues of Canadian Paramount News. The line up consisted of: 8 Popeye, in color; 10 Noveltoons, in color; 12 Pacemakers; 6 Speaking of Animals; 6 Popular Science, in color; 6 Unusual Occupations, in color; 10 Sportlights; 12 Screen Songs, in color. Of the 70 shorts from Paramount in 1948, 42 are in color.

There was a great deal of pleasure and satisfaction in coming to the next subject, was the way Mr. Lightstone prefaced his remarks about the coming product from Paramount this year. Now, more than ever, if it was a Para-



Gordon Lightstone, Canadian General Manager, pins the badge of admission to the Paramount 25-Year Club to the dress of Mrs. Mabel May, of the Paramount head-office staff in Toronto.

mount Picture it was going to be the best show in town. Mr. Lightstone then started into the new lineup and the casts in the various pictures.

25-Year Club Dinner

After adjournment of the two days sales meeting, the boys prepared for the gala evening ahead — The Twenty Five Year Club Dinner. Staff from both the Head Office and the Ontario Branch gathered together with the visitors for cocktails before the dinner. The dinner started in the Yellow Room around eight in a setting of floral beauty. Members of the Head and Branch offices were mixed in the seating arrangements with the guests from out of town. All during the dinner, impromptu entertainment went on with almost everyone joining in the spirit of the evening.

(Continued on Page 7)



At the conclusion of the first day's activities of the Paramount Sales Convention in the King Edward Hotel, Toronto, bookers from many of the companies attended a Buffet Dinner presided over by Gordon Lightstone and Russ Simpson. Here's a group of the boys who attacked the smorgasbord. In the usual order: John Heggie, Bill Munro, Bill Forman, Curly Posen, Russ Simpson, Ted Hobblerlin, Oscar Morgan, Eddie Goldsmith, Hye Bossin, Dave Axler, Barry Allen, Bert Wilkes, again Russ Simpson, Percy Scott, Dawson Exley, Barney Fox, Martin Bloom, Dave Gordon, Guy Upjohn, Hilliard Conway, Jack Fine, Herb Scheiman.

Paramount Sales Meet Held In Toronto

(Continued from Page 6)

At the conclusion of the dinner, Toastmaster Gordon Lightstone took over the induction ceremonies of the new member, Mrs. Mabel May. After fitting remarks calling to her long and friendly association with Paramount, Mr. Lightstone gave Mrs. May her Certificate of Membership in the Twenty-Five Year Club. Then the lights were dimmed and Mrs. May's anniversary cake with twenty five candles on it was brought in. As the lights went up, Toastmaster Lightstone continued with the ceremony. He affixed to the dress of the inductee, the badge of Paramount's Twenty Five Year Club — a small disc carrying the Paramount trade mark and mounted with a small diamond. In conclusion, Mrs. May received a beautiful wrist watch suitably inscribed.

Induction over, vaudeville acts, supervised by Secretary - Treasurer O'Neill, took over the stage and finished off one of the most successful Twenty Five Year Club inductions yet held in the Dominion.

TENTATIVE TITLES FOR PARAMOUNT 1948-49 LINE-UP

NIGHT HAS A THOUSAND EYES

Producer Endre Bohem.
Director John Farrow.
Edward G. Robinson
Gail Russell
John Lund
William Demarest
Virginia Bruce

ISN'T IT ROMANTIC?

Producer Daniel Dare.
Director Norman Z. McLeod.
Roland Culver
Veronica Lake
Mary Hatcher
Mona Freeman

SORRY, WRONG NUMBER

Producer Hal Wallis.
Co-producer Anatole Litvak.
Director Anatole Litvak.
Barbara Stanwyck
Burt Lancaster
Ann Richards

THE TATLOCK MILLIONS

Producer Charles Brackett.
Director Richard Haydn.
Wandra Hendrix
John Lund
Barry Fitzgerald
Monty Woolley
Ilka Chase

SEALED VERDICT

Producer Robert Fellows.
Director Lewis Allen.
Ray Milland
Florence Marly
Broderick Crawford

THE GREAT GATSBY

Producer Richard Maibaum.
Director Elliott Nugent.
Alan Ladd
Betty Field
Barry Sullivan
Macdonald Carey
Ruth Hussey
Howard Da Silva

MY OWN TRUE LOVE

Producer Val Lewton.
Director Compton Bennett.
Phyllis Calvert
Melvyn Douglas
Wanda Hendrix

THE PALEFACE (Technicolor)

Producer Robert Welch.
Director Norman Z. McLeod.
Bob Hope
Jane Russell

NOW AND FOREVER

Producer Richard Maibaum.
Director Mitchell Leisen.
Claude Rains
Macdonald Carey
Wandra Hendrix

WHISPERING SMITH (Technicolor)

Producer General Production Office.
Director Leslie Fenton.
Alan Ladd
Robert Preston
Brenda Marshall
Donald Crisp
William Demarest

A CONNECTICUT YANKEE IN KING

ARTHUR'S COURT (Technicolor)
Producer Robert Fellows.
Director Tay Garnett.
Bing Crosby
Rhonda Fleming
Sir Cedric Hardwicke
Murvyn Vye
Virginia Field
William Bendix
Henry Wilcoxon

DARK CIRCLE

Producer Endre Bohem.
Director John Farrow.
Ray Milland
Audrey Totter
Thomas Mitchell

THE ACCUSED

Producer Hal B. Wallis.
Director William Dieterle.
Loretta Young
Robert Cummings
Wendell Corey

SORROWFUL JONES

Producer Robert Welch.
Director Sidney Lanfield.
Bob Hope
Lucille Ball
Mary Jayne Saunders
William Demarest
Bruce Cabot

ONE WOMAN

Alan Ladd

First Run Record By International

International Film Distributors have set something of a record this week with five Eagle Lion (Hollywood) films playing first run on twelve Toronto screens all at the same time.

The Imperial theatre has the "Noose Hangs High", an Abbott & Costello starrer; the Nortown and Victoria are showing "T-Men", which stars Dennis O'Keefe (day-and-date); the Danforth and Fairlawn have "Out of the Blue" as their current day-and-date attraction with Virginia Mayo, Turhan Bey, Carole Landis, George Brent and Ann Dvorak; while the "Man From Texas" starring James Craig and Lynn Bari are packing them in at the Ace, Circle, Kenwood and State. In addition to this, "Linda Be Good", featuring Elyse Knox, Marie Wilson, is playing first run on a double bill at the Midtown, Esquire and Glendale.

All of which gives International Film Distributors representation in key Toronto situations of three important Canadian circuits. Famous Players operate the Imperial, Nortown and Victoria; Odeon Theatres of Canada operate the Danforth and Fairlawn; and the balance of theatres playing Eagle Lion Hollywood films this week are affiliates of the 20th Century theatre chain.

DEAR WIFE

Joan Caulfield
William Holden
Edward Arnold
Billy De Wolfe

DIAMOND IN A HAYSTACK

Bing Crosby
Barry Fitzgerald

LADY OF LARIAT LOUP

Betty Hutton
David Niven

MASK FOR LUCRETIA

Paulette Goddard
Ray Milland

EL PASO

No casting yet

and
FOUR PINE AND THOMAS
PRODUCTIONS



Attending the Paramount Sales Convention in Toronto were, left to right, seated: Tom Dowbiggin, Montreal Branch Manager; Bill Kelly, Calgary Branch Manager; Oscar Morgan, Paramount's sales manager for Short Subjects and Newsreel, New York; Gordon Lightstone, who conducted the meetings; Syl Gunn, Winnipeg Branch Manager; Bob Murphy, Vancouver Branch Manager; Russ Simpson, Toronto Branch Manager; and Pat Hogan, St. John Branch Manager. Standing, left to right: Salesmen Bob Lightstone, Winnipeg; Arthur Hersh, Toronto, and Romeo Goudreau, Montreal.

Donald Gordon Stresses Film Industry Cooperation

International cooperation is more effective than legal restriction in the case of Canada and the American film industry, Donald Gordon, Deputy Governor of the Bank of Canada, told executives of the Motion Picture Association of America at a luncheon tendered in his honor recently at the Harvard Club.

At the luncheon, which was presided over by Francis S. Harmon, MPAA Vice-President, Mr. Gordon described the Canadian Cooperation Project as an excellent indication of "imaginative spirit, rather than legal restriction as well as an outstanding example of good neighborliness." Mr. Gordon was an initiating factor in the establishment of the project whereby the American picture business is helping Canada's dollar problem by diverting some of its production to Canada and telling that country's story on many American theatre screens.

"Everyone underestimated the cost of the last war," Mr. Gordon told the American film executives who numbered 30 and included some presidents as well as sales and newsreel heads. "We reached first and farther than the United States because we realized we had to help re-establish our customers overseas. But we strained ourselves. We did not calculate on Europe's tragic winter of 1946-47. At the same time that we were extending help we found ourselves engaged on a program of capital expansion such as has never been experienced in the Dominion. We

were in the position of extending credit to Europe with one hand and paying you American dollars with the other. In other words, while Canada found itself financially healthy after the war, it did not count on world recovery being tardy and our expansion being so great."

Taylor Mills of the MPAA staff, who is serving as New York coordinator of the Canadian Cooperation Project, reported that American newsreels have included 64 subjects on Canada in their releases this year. Producers of features as well as short subjects are presenting ample proof of their co-operation, Mills said. Next week FitzPatrick Travel-Talks will start making photographic studies of Quebec and Ontario. Monogram Pictures during this summer plans to make the first of 10 features in Canada, all of which are scheduled for completion within the next two years. Most of the major companies were included in Mills' report as having made, or being about to make, motion pictures in or about Canada.

Paramount President Makes Public Statement

In his first public statement since the Divestiture proceedings in the U.S., Barney Balaban, president of Paramount Pictures, addressed the shareholders at the annual meeting, June 15th, in New York.

Mr. Balaban advised the stockholders, that Paramount would retain as many leases of theatres as it was legally possible, in the event the Divestiture Decree becomes absolute; and should Paramount be forced to dispose of its theatre holdings, it would not financially lose by such transactions, since the market values were greatly increased for such possible real estate sales.

Paramount's theatre holdings were listed in 1932-35 at "bankruptcy levels", but Mr. Balaban did not disclose their values as of today. He stated, however, that between 85% to 90% of Paramount's fixed assets of \$67,000,000 was represented by theatre holdings.

He further stated that Divestiture would reduce the company's "ultimate earning power", and that it would be necessary to offset such decrease by shrinking capital structure.

"Accordingly, it is our aim to design a program through which any proceeds from the disposition of assets will be applied to a contraction of our capital, so that the end structure will be adapted to the assets and earning power that are left", said Mr. Balaban.

IT'S A PROBLEM!

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MADONNA OF THE
SEVEN MOONS**

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to stand-out
business

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through your local
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**THE SEVENTH VEIL
MADONNA OF THE SEVEN
MOONS**

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CARAVAN
ODD MAN OUT
BRIEF ENCOUNTER**

"He wants to know when
we're playing the French versions."

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« Prairie News »

By BRUCE PEACOCK

H. A. BERCOVICH'S Broadway Theatre in Regina is still dark as renovations continue. Opening date is expected to be June 23. Work estimated at about \$30,000 will include a parabolic floor, new seats and carpets and a complete new paint job. Heating and air conditioning units have been improved.

* * *

A lightning bolt hit three homes and the Gary Theatre in Indian Head, Sask. recently. Damage to the theatre was slight.

* * *

D. J. Vaughan, Saskatchewan film censor, termed the motion picture "The Iron Curtain" a "purely documentary film." He said he "saw no such thing as organized propaganda in the picture." Objections to the picture's showing in Regina were raised by the National Federation of Labor Youth and the Labor-Progressive party.

* * *

Dan A. Boyle, owner of the Empress Theatre, MacLeod, Alta., was elected councillor to fill a vacancy caused by the death of Councillor W. G. Andrews.

* * *

The Whitewood, Sask., branch of the Canadian Legion is planning a dance and car raffle, proceeds to go toward the building of a new theatre. The branch is now presenting shows twice weekly in the town hall.

* * *

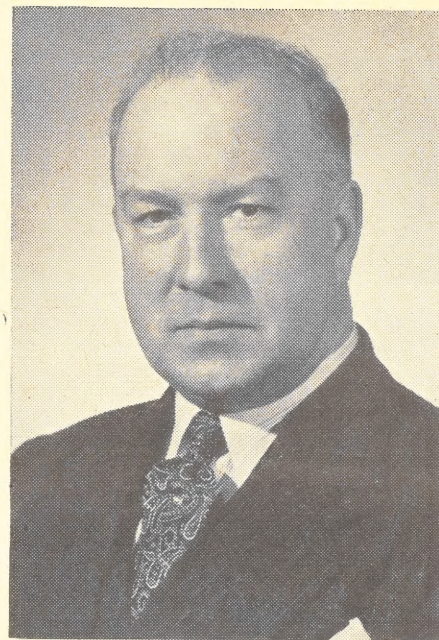
Warner Brothers' 20-minute, "Calgary Stampede," filmed at last year's show under the direction of Saul Elkins, opened at the Palace Theatre, Calgary, June 18.

* * *

Members of city council at Lethbridge, Alta., saw themselves on the screen recently when Ald. Shackelford invited them to his Capitol Theatre to see newsreel shots of the opening of the Lethbridge-Coutts highway by the governor-general.

Edmonton Theatre Managers Hold Luncheon Meeting

With Walter Wilson in the chair, the Edmonton Theatre Managers Association recently held their monthly luncheon meeting, with a full turnout present. Among those present were Arnold and Clarence Entwistle, Morris Rice, Jay Leiberman, George Cranston, Eddie Pomerleau, Fred Varlow, Scotty Beggs, Bill Foderick, Mike Rup-tash, Everett Ethridge, and Bill Wilson. It was unanimously decided to open several of the theatres for special Saturday morning free shows for school children in cooperation with the Junior Chamber of Commerce Clean Up Campaign. Each child proving to his school teacher that he had done his share of cleaning up the grounds around his own place, received a ticket to the theatre. Close to 10,000 tickets were handed out. Guest at the luncheon was John Ferguson, of Famous Players maintenance department, who handed out some useful hints on equipment preservation.



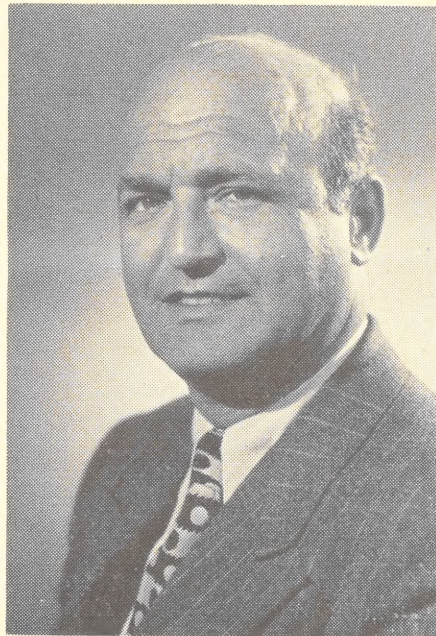
J. A. De Seve, President, Renaissance Films Distribution Inc.

BARBARA BRITTON SIGNED

Barbara Britton has been signed by James Nasser to co-star with William Bendix and Dennis O'Keefe in his forthcoming production, "Some Rain Must Fall," which is now before the cameras in Hollywood. Alfred E. Green is directing for United Artists release.

Leisen To Direct Goddard-Milland Pic

The combination of Paulette Goddard and Ray Milland as stars and Mitchell Leisen as director, which resulted in the highly successful "Kitty," several years ago, was renewed this week when Leisen was assigned to direct Milland and Miss Goddard in Paramount's "A Mask of Lucretia," romantic melodrama of the poisoning Borgias of Italy's sixteenth century. Leisen has directed Milland in ten pictures and also has piloted Miss Goddard through several.



Leonard H. Fields, Executive Producer, Canadian International Screen Productions (in collaboration with Renaissance Films Distribution Inc.).

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8th Annual Showmanship Contest
CLOSES AUGUST 31st, 1948
GET YOUR ENTRIES IN NOW!

« Capital Story »

By WILL McLAUGHLIN

BARBARA ANN SCOTT, world figure-skating champion and pride of Ottawa, will be leaving for Hollywood sometime next month, according to her financial adviser, H. H. Caldwell of Prescott. Financial details of Barbara's film contract were not available and Mr. Caldwell doubted "if they ever will be". He said, however, that Barbara will make two class "A" movies to begin with and it was expected special stories will be written around the Ottawa girl. In the meantime, the lovely skating star was enjoying a rest "somewhere on the St. Lawrence", her main purpose being to get lots of sleep and acquire a suntan.

* * *

Gord Beavis, manager of the Centre Theatre for the Odeon interest, got a second big week out of "The Voice of the Turtle", his first "hold-over" in several months. "Sitting Pretty", incidentally, is still going strong at the Little Elgin Theatre where the comedy is now on its 7th week.

* * *

James McGuire, chief projectionist at Famous Players' Capitol Theatre, reports some excellent fishing on the Rideau river at Black Rapids, where he has his Summer cottage. Jimmie relates how he landed a small-size pike and tied it to the end of his wharf. A short time later he heard a commotion down at the riverside and arrived at the scene to see a large "muskie" taking off with his pike. A few days later he was casting from the end of his wharf with a red and white spinner plug and a 20-pound test line when he hooked a "muskie" which weighed 25 pounds. But "muskies" are out of season and being a member in standing of the Ottawa Fish and Game Association, Jimmie was forced to launch the Black Rapids pirate. However, a nice batch of "other fish" served to console his damaged feelings.

* * *

George Degnon, public relations representative for RKO-Radio Pictures in Eastern Canada, was in town arranging for the opening of "If You Knew Susie", which is booked into the Regent Theatre week starting July 8. This was George's second trip to Ottawa since this reporter took ill and we missed him on both occasions — something unusual when George comes to town.

* * *

Speaking of being ill, Bill Press' item in "Toronto and District" column was greatly appreciated for its good intent, but "greatly exaggerated", as Mark Twain was reported to have said about a news story of his death. A fugitive from Civic Hospital's operating room, we spent three weeks at our "ranch" in Quyon, Que., and returned to the desk completely cured of what ailed us.

THE "ACK" SCORES AGAIN

Through a tie-up with Radio Station CKMO, Manager Ivan Ackery of the Orpheum Theatre, Vancouver, recently staged a highly successful Eddie Cantor contest in connection with RKO Radio's "If You Knew Susie."

A 15-minute radio spot was promoted nightly Monday through Friday with eliminations made on this live show nightly by judges including Manager Ackery and Susan Fletcher, movie-radio commentator. Prizes were also promoted including a first of \$50 and a week's engagement at the Narrows Supper Club as part of the floor show. This also resulted in nightly plugs from the night club all through the running time of "If You Knew Susie."

The campaign also included a tie-up with Suzette's ladies wear for window and lobby displays donated by the firm and mention on their radio spot as well as their weekly fashion show. Disc jockeys of Vancouver's four radio stations plugged Eddie Cantor favorites all hours of the day. This supplemented the playing of Eddie Cantor recordings in theatre lobby one week in advance of opening. Best times were also bought on other radio stations for thorough saturation.

Canadian Films Entered In Two World Festivals

Canadian-made motion pictures have been entered in two great world festivals this summer: the International Film Festival at Locarno, Switzerland, and the Edinburgh Festival. All are National Film Board productions.

Entries at Locarno include: "Fiddle-De-Dee", "Chants Populaires", and "Reportages 114". In Edinburgh, NFB entries are "Promesses", "Au Parc Lafontaine", "The Home Town Paper", "Inside the Atom", "The Feeling of Hostility", "Science Helps the Farmer", "Hungry Minds", "The Postman", "Conditions Improved", "Stanley Takes a Trip", "Saguenay", "Who Will Teach Your Child", "Horizons du Quebec" and "Narcotics".

Crawford To Star In "Flamingo Road"

Starring role in "Flamingo Road," from the novel by Robert and Sally Wilder, goes to Joan Crawford, according to an announcement by Jack L. Warner.

Film, on the Warner lot's production schedule for many months, is finally to go before the cameras in the next few weeks as a Michael Curtiz Production for Warner release, with Curtiz as director, Jerry Wald as producer. Richard Brooks is credited with the screenplay.

It will reunite Miss Crawford and Curtiz for the first time since "Mildred Pierce," for which the star won an Academy Award.

Rank Consolidates Control Of Odeon and G-B Theatres

CIRCUIT Management Association Ltd., which brings 564 houses of Odeon and Gaumont-British circuits under a centralized control was announced by J. Arthur Rank. Because of increased efficiency, Mr. Rank in his announcement stated, that approximately three to four hundred employees would leave the combined organizations. The two circuits would continue to book separately, but all other policies and operations would be combined. The British Board of Trade has given its approval of the pooling arrangement.

In a press conference, following the introduction of the new Film Quota Act as announced by Harold Wilson, president of the Board of Trade to Parliament, Mr. Rank said that "he was going to take off his coat and personally" see that the Film Quota Act in respect to British Exhibitors worked effectively.

Theatreowners must show a 45% minimum of top features which are British, a 25% minimum of second or supporting features, British, which includes shorts.

"I want this new Films Act to be carried out and no excuse to be made that the films are not obtainable. This Films Act has got to be fulfilled without anyone deliberately sabotaging it", said Mr. Rank. He further stated that he would prepare statistical reports showing that British Exhibitors could fulfill the required Quota Regulations. Meanwhile British Exhibitors are lining up for battle, including the members of the Cinematograph Exhibitors Association, and while we do not expect that Mr. Rank may run into the difficulties which the American Majors have had and are having in the U.S., since the British Government is favorably disposed toward the building up of a J. Arthur Rank Film Empire, he may be obliged to steer his Victory through dangerous waters. That he is an excellent captain, even his enemies will admit. Wherever he has landed, he has stayed.

LOIS MAXWELL CAST

Lois Maxwell, Toronto girl, has been signed by Columbia to play the important role of Lee J. Cobb's wife in "The Dark Past." William Holden and Nina Foch share starring honors with Cobb. Rudy Mate will direct and Buddy Adler produce.

In England Miss Maxwell scored in Ivor Novello's stage production of Maugham's "Our Betters," with Dorothy Dixon and Peter Wills, and with Dame Irene Van Brugh in "Fit for Heroes." She made her American film debut in support of Shirley Temple in "That Hagen Girl," and more recently appeared with Wayne Morris and Gordon MacRae in "The Big Punch."

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

BILTMORE

3rd week. "The Mating of Millie" (Col.), with Glenn Ford and Evelyn Keyes.

EGLINTON-TIVOLI

2nd week. "Give My Regards to Broadway" (Fox), Technicolor, with Dan Dailey, Nancy Guild and Charles Winninger.

FAIRLAWN-DANFORTH

"Cut of the Blue (E-L-Int.), with George Brent, Virginia Mayo and Turhan Bey.

IMPERIAL

"The Moose Hangs High" (E-L-Int.), with Bud Abbott and Lou Costello.

LOEW'S

2nd week. "Homecoming" (M-G-M), with Clark Gable and Lana Turner.

NORTOWN-VICTORIA

"T-Men" (E-L-Int.), with Dennis O'Keefe and June Lockhart.

SHEA'S

"Winter Meeting" (W-B), with Bette Davis.

UPTOWN

"Up in Central Park" (U-I), with Deanna Durbin, Dick Haymes and Vincent Price.

MONTREAL

CAPITOL

2nd week. "Duel in the Sun" (Selznick-Int.), Technicolor, with Jennifer Jones, Gregory Peck and Joseph Cotten.

IMPERIAL

2nd week. "Marked Woman" (W-B re-issue), with Bette Davis and Humphrey Bogart. Also "Dust Be My Destiny" (W-B re-issue), with John Garfield.

KENT

"The Patient Vanishes" (Astral), with James Mason.

LOEW'S

"The Voice of the Turtle" (W-B), with Ronald Reagan and Eleanor Parker.

PALACE

2nd week. "Sitting Pretty" (Fox), with Robert Young, Maureen O'Hara and Clifton Webb.

SNOWDON

"Captain Boycott" (E-L), with Stewart Granger and Alastair Sim.

SAINT JOHN

CAPITOL

"Night Song" (RKO), with Dana Andrews, Merle Oberon and Ethel Barrymore.

MAYFAIR

"Let's Live Again" (Col.), with John Emery and Hillary Brooke. Also "Woman on the Beach" (RKO), with Joan Bennett and Robert Ryan.

STRAND

"The Mark of Zorro" (Fox re-issue), with Tyrone Power and Linda Darnell.

WINNIPEG

CAPITOL

"The Bishop's Wife" (Goldwyn-RKO), with Cary Grant, Loretta Young and David Niven.

GARRICK

2nd week. "The Mating of Millie" (Col.), with Glenn Ford and Evelyn Keyes.

LYCEUM

"Night Song" (RKO), with Dana Andrews, Merle Oberon and Ethel Barrymore. Also "Rose of Santa Rosa" (Col.), with the Hoosier Hotshots.

MET

"Daisy Kenyon" (Fox), with Joan Crawford, Dana Andrews and Henry Fonda.

ODEON

"When the Bough Breaks" (E-L), with Patricia Roc.

CALGARY

CAPITOL

"Three Daring Daughters" (M-G-M), Technicolor, with Jeanette MacDonald, Jose Iturbi and Jane Powell.

GRAND

"Song of My Heart" (Mono.), with Frank Sundstrom and Audrey Long.

PALACE

"Shaggy" (Para.), Cinecolor, with Robert Shayne and Brenda Joyce. Also "Mr. Reckless" (Para.), with William Eythe and Barbara Britton.

STRAND

"Call Northside 777" (Fox), with James Stewart and Helen Walker. Also "Check Your Guns" (Int.), with Eddie Dean.

VANCOUVER

CAPITOL

"Scudda-Hoo! Scudda-Hay!" (Fox), Technicolor, with June Haver and Lon McCallister.

INTERNATIONAL-CINEMA

"You Were Meant For Me" (Fox), with Dan Dailey and Jeanne Crain. Also "The Challenge" (Fox), with Tom Conway and June Vincent.

ORPHEUM

"Call Northside 777" (Fox), with James Stewart.

PARK-PLAZA

"It Always Rains on Sunday" (E-L), with Googie Withers and Jack Warner. Also "Blondie's Reward" (Col.), with Penny Singleton and Arthur Lake.

PARADISE

"Rose of Washington Square" (Fox re-issue), with Tyrone Power, Alice Faye and Al Jolson. Also "Slave Ship" (Fox re-issue), with Mickey Rooney, George Sanders and Wallace Beery.

STRAND

"I Remember Mama" (RKO), with Irene Dunne.

VOGUE

"The Moose Hangs High" (E-L-Int.), with Bud Abbott and Lou Costello.

U.S. Film Profits Down 45% This Year

Paramount's first quarter report for 1948, shows a 20% decrease in net profit as compared with same period in 1947. RKO first quarter report reveals a 41% decrease for same period. Warner Bros. in six month's operation, shows a decrease of 48 percent, compared with same period 1947. 20th Century-Fox, first quarter reveals by its report that it is down 50%, from 1947. M-G-M, first six months, 1948, down 55% from 1947. Columbia Pictures is down 71%, in its report covering 39 weeks, and Universal reports shows a decrease of 83 percent for first quarter, 1948, as compared with same period 1947.

Some of the figures presented in various reports are surprising: for instance, Universal first quarter, profits, show \$134, 206; in 1947, the profits for same period were \$756,543. Columbia reports show, for the 39 weeks' period, \$855,000 as compared with net profits in 1947, \$2,935,000. Metro Goldwyn-Mayer net profits, first six months, 1948, \$3,886,745 as compared with \$8,596,779, same period last year. RKO first quarter \$1,345,327 as compared with \$2,270,684 in 1947.

Paramount reports a net for the first quarter of \$7,760,000 as compared with \$9,522,000 for 1947 and it is down less than the other six companies as listed. Warner Bros. for the first half year report, \$7,311,000 net profits, below Paramount by approximately \$300,000 but Paramount's figures are only for a first quarter period, whereas Warner Bros. net profits cover a six months' report. In 1947 Warner Bros. profits were tops for the period mentioned, over the companies listed herein, the net profit of Warner Bros. for the first half-year, in 1947, were reported at, \$14,013,000.

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SIGMUND ROMBERG
Lyrics by
DOROTHY FIELDS

Starring

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DICK HAYMES
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